



Our Docket No.: XX

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6-14

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

PAUL GREER AND ANAND PASHUPATHY

Application No.: 08/882,197

Filed: June 27, 1997

For: **User Demographic Profile Driven  
Advertising Targeting**

Examiner: Penny Caudle

Art Group: 2765

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JUN 14 1999

Group 2700

**PRELIMINARY AMENDMENT**

**BOX CPA**

Assistant Commissioner for Patents  
Washington, DC 20231-9998

Sir:

In response to the outstanding Office Action, mailed March 8, 1999, please amend the above-identified Application as follows:

**IN THE CLAIMS**

Please amend claims 1, 3, 7 and 14-15 as follows:

- 1 1. (Twice Amended) An advertising system comprising:
- 2 a content provider [which generates] ad banners;
- 3 a target computer [which receives] the ad banners;
- 4 a collecting [an] agent [which is] transmitted from the content provider to the target
- 5 computer, [the agent obtains] the collecting agent user information including data for a
- 6 hardware profile and [transmits] the user information to the content provider; [and]